

Localism - our community in which we serve. Northeast Ohio-  
WBNX TV Cleveland, Akron, Canton, OHIO

Through many means, WBNX TV supports localism not only monetarily, but also is a vehicle to raise awareness and give voice to groups and organizations addressing the needs of the communities in which we serve: Anti-tobacco, anti-drug messages, anti-drinking messages, violence and what to do/where to go for help, education, sense of community and patriotism, the environment, public safety, the economy, youth activities, health and other needs and interests in our communities are addressed by the station.

Our locally produced program targeting Northeast Ohio's people, places, businesses, and events is our weekly show, Heart to Heart with Annie & Al. It airs twice every weekend celebrating Northeast Ohio's communities, people, businesses and events. The station manager co-hosts it along with an local CEO. Comments from the public every week are emailed in about how much they enjoy learning what Northeast Ohio has to offer their families. We highlight businesses and organizations that have served our communities for decades and even over the last century. We welcome and highlight new business and economy to the viewing area as well as profile prominent individuals and interesting places our communities can or have benefited from.

We also air Business Week, a half hour weekly show covering up to date topics and issues from mortgage and loan interest rates, realty reports, investment guides, gas & oil prices, college tuition, political advertising spending, health care crisis solutions, retirement topics, dangers of on-line drug purchasing etc.

We participate in the Ohio Amber Alert and have helped raise awareness and the recovery of missing children.

We have a good young adult demographic and we are sensitive to those issues that concern them. Our teen host is seen on air and at events connecting with that demographic. There are children's needs as well. Children's educational and informational shows have aired on WBNX TV on a minimum of 4 hours per week and as much as 7 hours per week over it's broadcast history long before rules were in place. Finding quality ei programming that educates, informs and entertains the hard to reach teens and kids is an on-going effort. Our kids host every week brings educational, informational, safety, historical, how to's and entertainment to kids through messages aired daily during kids programming breaks as another way to reach them.

#### Local Charitable Institutions

Jerry Lewis MDA Telethon benefits families in Northeast Ohio with Muscular Dystrophy

For the past 6 years, WBNX has been the flagship station in Northeast Ohio to help raise \$4,391,730 for Jerry's Kids with muscular dystrophy in our local communities. 75% of the dollars raised stays in Northeast Ohio to help families struggling with this devastating disease. WBNX also donates its on-air, production and editing time toward producing and airing special messages for the telethon at about \$18,000 per year. We pre-empt all our programming on Labor Day, 7a-7p devoting the last hour to all local segments in addition to the regular local segments throughout the day to reach the local viewers who are so willing to support this cause year after year. This year, WBNX added 11pm to 7am Sunday into Monday, pre-empting all of its programming from 11PM Sunday to 7PM Monday for this worthwhile cause.

#### United Way Charities

Guitar Mania Fundraiser benefiting United Way Charities—Along with nearly 100 other corporate sponsors in the community WBNX TV donated \$7500 to the fundraiser to provide its own 10 ft specially designed guitar involving with an effort to increase those dollars by auctioning off the guitar at its gala auction. WBNX TV also dedicated a segment on it's local show to encourage participation in and information about the effort.

#### The Plain Dealer Newspaper Kids Health special edition

WBNX TV was also a sponsor/donor with area businesses of the special edition of the Plain Dealer Newspaper on Children's Health with proceeds benefiting the Children's Health at the Cleveland Clinic.

#### Local Educational Institutions

##### Kent State University

Career opportunities through speaking engagements at media classes ,  
Career Fairs

##### University of Akron Law department

Careers in broadcast law whereby law students come to the station to learn about and discuss broadcast law.

##### Cleveland State University

WBNX TV has underwritten the Butler A. Jones Lectures supporting its African -American leadership series.  
WBNX TV has also been a corporate sponsor and attendee at CSU's Career Fair.

##### Ohio School of Broadcasting

Visits by station manager to students each year on careers and experience working in television and related fields of study.

##### Vote Ohio Campaign

Educating the public on the registration and voting process at key time periods on-air.

Rock The Vote campaign on air and on web with The WB Network stars encouraging young adults to vote and why it's important to vote.

Be sure to vote Nov 2nd on-air PSA campaign, running custom PSA's from a syndicated show host to encourage voters to get out and vote on November 2nd.

Vote In Your Precinct Nov 2nd. On-air spots and web banners urging voters to vote with in their precinct or their vote won't count. Very important to Ohio since it is one of the swing states.

##### PSA's

On average, WBNX airs an average combination of educational/informational spots, PSA's per year valued at slightly over \$241,000 per year in free airtime.

##### High Schools and WBNX TV

WBNX TV invested nearly \$70,000.00 in the last 3 years in area high school media departments to continue to support the high school newspaper programs of 40 to 50 high schools every year.

Specific teacher training manuals into the schools for special episodes on WBNX dealing with teen suicide, family, peer pressure and health related issues

promoting the episode and teacher training manuals on our website in conjunction with CNN, The WB Network and Youth Media. Wrote letters informing superintendents, principals and health educators of the opportunity to involve their students with the ready-made teaching guides. One focused on anti-smoking and related health issues, the other, HIV awareness and prevention. We continue to participate in these initiatives as they are made available to us.

Speaking engagements at area high schools by visits from our kids club host, teen host or station manager/program director about careers in broadcast and developing good work ethic and course of study. Station tours with various kids groups also focus on the same.

#### Members and board participation:

Our station manager currently serves as a Vice President of MDA, being elected yearly for the past 4 years, Our kids host participates in the DARE graduation program and is a member of the Youth Motivational Task Force at area schools that motivate kids to stay in school along with our events coordinator visiting students each year at their schools. One of our Account Executives is on the board of the Cleveland Area Broadcasters.

We sponsor and participate in an intern and training program with local high school students each spring for 3 weeks prior to graduation whereby one or two students experience hands on learning and training with several departments within the station to get first hand look on a career in the broadcast field. This program has proved extremely successful with the school and for the students who have then gone on into a broadcast related career choice. We also allow career shadowing at certain times of the year for junior or seniors in high school.

Food Drives. WBNX TV provides the youth in our community with the opportunity to care about and help the disadvantaged by promoting its annual food drive with area middle and high schools to serve our communities homeless and the disadvantaged in cooperation with Cleveland Hunger Task Force, Akron - Canton Foodbank

Blood Drives. WBNX TV supports area blood drives and The American Red Cross Northern Ohio Blood Services Regional director, Karen Kelley commented: "I wish all our blood drives could be as successful as the one you sponsored. Of the 22 sites, yours was the top 2...and you attracted 50 first time donors!"

None for Under 21 Program in cooperation with high schools, law enforcement agencies, the Ohio Department of Public Safety, parents and MADD with a literal reality check for students during prom and graduation season hearing from families who lost a loved one in an alcohol related crash, from a prisoner convicted of killing someone in an alcohol related crash and from law enforcement officials. Thousands of students each year attend this one day event that MADD has stated and believes has been extremely effective in reducing the number of alcohol related crashes or incidents during the prom and graduation season. WBNX TV actively participates in this by its kids and teen hosts emceeding the event as well as produced videos free of charge for schools to utilize in their classrooms about the event to get more schools to participate.

#### Community Events Calendar on air and on the web

Daily broadcasts of local community events and public awareness topics are broadcast on-air regularly at visible time periods as well as more detailed and greater quantity of events posted on the Events page of our website.

#### Community Events On-Site

WBNX TV has supported many civic, cultural, and community events throughout its 20 years on air bringing our communities together through on-air, on the web and being on-site for these events: We encouraged families to participate in the Miles of Quarters benefiting the Summit County Community Health Center, the Akron Arts Expo in cooperation with the City of Akron, the Rubber City Duck Derby benefiting Summit County Boys & Girls Clubs; Hoop It Up event in Cleveland sponsoring the Boys & Girls Club of Cleveland/Cuyahoga County; encouraging youths to Nominate their Coach as a role model and why; to encourage Akron residents to help raise funds to benefit NYC through on-air spots after 911 with the city's Fire Truck Fund which resulted in raising \$1.3 million to send 1 fire truck, 2 ambulances and 3 police cars to New York City; distributing shoes and clothes for kids during the holidays, and many other events worthy of supporting which benefit our community.

WBNX does not have a news department, but recently signed on to devote a 3 hour news -weather- early morning show that is currently being syndicated from 6am-9am 5 days a week to further inform, educate and entertain our viewers.

WBNX also participated in and helped coordinate local area broadcasters ascertainment meetings for years, even after the laws were struck down, which branched out into a website to attract viewers to email their comments about issues and concerns. We partly developed our top 10 issues list from these ascertainment meetings and web comments as well as keeping aware of issues and concerns in local news being brought up so that we can also include ways to address those issues in our locally produced program as well as on-air and off-air initiatives.

How broadcasters are not fitting the public need or addressing local concerns is really baffling to us. Laws that attempt to restrict and overburden broadcasters when we are already fulfilling the concerns being raised on localism without such laws should really be reconsidered. We know we serve the public interest--that's what we are here for, not just to entertain, but to inform, educate and raise awareness about the help, hope, concern, solutions our communities and its people not only should know about, do something about or have opportunities for, but the strengths our communities have to offer to one another.